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From: MWINOKUR--VUSO212A Date and time 03/25/94 08:42:44
To: GPATSKAN--VUSO212A George Patskan LMCALPIN--VUSO212A Loreen McAlpin
HREIF --VCHOO21A Helmut Reif MRITTER --VCHOO21A Mitchel Ritter
RDEMPSEY--VCHOO21A Ruth Dempsey
cc: RCARCHMA--VUSO212A Richard Carchman

From: Matthew Winokur
Tel: 212 880 3564
Fax: 212 907 5849
Subject: URGENT - Cot Death Accusations, Sweden
What can you pull together and get cleared in the next wtwo hours in reply. to point 1 below.....i can get the shooks to evaluate resource along with youi in reply to point 2....witorsch comes immediately to mind.

*** Forwarding note from SCARLSON--VCHOO21A 25.03.94 14:13 ***
To: AANDRADE--VCHOO21A Anthony Andrade MWINOKUR--VUSO212A Matthew Winokur
MFIRESTO--VCHOO21A Marc Firestone MREARDON--VCHOO21A Michael Reardon

From: Stig Carlson
To : Tony Andrade
Subject: URGENT - Cot Death Accusations, Sweden
Today's Swedish afternoon paper "Expressen", the largest evening paper in Scandinavia, devoted the entire front page to an article about claims that environmental smoking causes cot death in infants. - The article has the format of an obituary and it is followed up with 2 more pages of copy inside the paper.
A full translation is being prepared in Stockholm: The front page highlights are already translated and will be faxed a s a p to you from Stockholm.
- This exceptionally emotional accusation against environmental tobacco smoke will, without any doubt, create major follow-up waves in media.Whilst I do not think Philip Morris (or even the industry) are fitted to get involved in the public debate that is expected to follow, we would need
1. a facts statement to give to our staff;
2. a recommendation for possible neutral experts in the area who might look into the issue and ideally also participate in the debate.

Well,
I got the formal version of the announcement of your appointment today - so, welcome to the hot spot.
Thanks, Stig

cc: HMOBARG --VCHOO21A Hampe Mobarg EEDQVIST--VCHOO21A Mats Sjoeblom
GDISEREN--VCHOO21A Georges Diserens JPUOTILA--VCHOO21A Johan Puotila
NHALIM --VCHOO21A K. Ian Ferguson MPARSONS--VCHOO21A Michael Parsons

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